



Order / Rev:	684832
Alt Order #:	06150682
Product Desc:	CROSSROADS GPS
Estimate:	596
Flight Dates:	05/30/12 - 06/05/12
Original Date / Rev:	05/18/12 / 05/18/12
Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Name: Crossroads Media/ POL

Buying Contact: _____

Billing Contact: _____

88 Canal Center Plaza Suite 555

Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Name:	Crossroads GPS
Demographic:	A35+
Product Codes:	IS-Issue/Ballot,IS-Issue/Non
Priority:	P-5
Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/05/12	5	\$7,200.00	\$6,120.00

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	5	\$7,200.00	\$6,120.00	9.00
Totals	5	\$7,200.00	\$6,120.00	9.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$7,200.00
Market	100%	\$37,894.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$9,094.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$13,263.16
WTTG	22%	\$8,336.84
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/01/12	06/01/12	DT Soaps/Talk	CM	9A-3P (12:30 PM-3:00 PM)	----F--	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/28/12	06/03/12	----F--		1		\$1,400.00		2.20					
E 2	WUSA	06/04/12	06/04/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P															

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/04/12	06/04/12	9 News @ 6p	CM	6-630p	M-----	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
				9 News @ 6p											
				9 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	M-----		1		\$1,500.00		1.20					
E 3	WUSA	05/31/12	05/31/12	9 News @ 6p	CM	6-630p	---T---	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
				9 News @ 6p											
				9 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/28/12	06/03/12	---T---		1		\$1,500.00		1.20					
E 4	WUSA	06/05/12	06/05/12	DT	CM	9A-3P	-T-----	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
				Soaps/Talk		(12:30 PM-3:00 PM)									
				SOAP ROT/THE TALK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	-T-----		1		\$1,400.00		2.20					
E 5	WUSA	05/30/12	05/30/12	DT	CM	9A-3P	--W----	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
				Soaps/Talk		(12:30 PM-3:00 PM)									
				SOAP ROT/THE TALK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/28/12	06/03/12	--W----		1		\$1,400.00		2.20					
													Totals	5	\$7,200.00

REP: TEL# 703 528 7800 FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. F

REP HEADLINE# 6150682

MEN

ADD *** ORIGINAL REV#0 ***

DELETE

ORDER

LINE/\$

PARTIAL LINE/S

AGENCY - 66 CANAL CENTER PLAZA, SUITE 555
ADDRESS ALEXANDRIA, VA 22314

START DATE-MAY30/12	END DATE-JUN5/12	WK-1
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REP: **TO: LANCE**

ER: HILARY

NEW ORDER

TTL: 7200

PLS CFM. THX! 5/18

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CROSSROADS GPS

BS	REP	BEGIN	END	PTRN	LNTH	BEGIN	END	CLS	SEC	PLAN	SPT	RATE	STN	CD	SPOT
IN#	IN#	TIME	TIME			DATE	DATE	13/	14/	PRICE	/WK	SPOT	CD	SC#	/LIN
										16/		18/			

AGENCY ADVERTISER CODE = 12 AGENCY EST# = 596

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 11

DATE	DESCRIPTION	AMOUNT
60 06/01 06/01	1230P-300P	\$1,400.00
60 06/01 06/01	1230P-300P	\$1,400.00

PROGRAM : SOAP ROT/THE TALK

RA35+ : 2.2

CON COM1: SOAP ROT/THE TALK

REP HEADLINE# 6150682

REP: TEL# 703 528 7800

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

MAY18/12 12.17

*** WUSA-TV ***

BS	REP				BEGIN	END					PLAN		RATE		STATION	CD	STS	
LN#	LN#	CD	DAYS		TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	PRICE	SPT	CD	SC#	23/	SPOT
													16/	/WK				/LIN
	2		MON		600P-630P			60	06/04	06/04				1				1
					PROGRAM :	9 NEWS AT 6P												
					RA35+ :	1.2												
					CON COM1:	9 NEWS AT 6P												
	3		THU		600P-630P			60	05/31	05/31				1				1
					PROGRAM :	9 NEWS AT 6P												
					RA35+ :	1.2												
					CON COM1:	9 NEWS AT 6P												
	4		TUE		1230P-300P			60	06/05	06/05				1				1
					PROGRAM :	SOAP ROT/THE TALK												
					RA35+ :	2.2												
					CON COM1:	SOAP ROT/THE TALK												
	5		WED		1230P-300P			60	05/30	05/30				1				1
					PROGRAM :	SOAP ROT/THE TALK												
					RA35+ :	2.2												
					CON COM1:	SOAP ROT/THE TALK												

JUN/12 \$7,200.00

CONTRACT TOTAL \$7,200.00
TOTAL SPOTS 5

MARKET TOTALS \$37,894 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%

SVC- NSI
DEMOS- RA35+*